

Can't Afford Cosmetic Surgery?

At-Home Anti-Aging Options Help Women Achieve Younger-Looking Skin

(NAPSA)—The number of women having cosmetic procedures is growing with a 48 percent increase last year alone. However, a recent global survey revealed that many women bothered by signs of aging were not willing to take the next step, citing invasiveness, time commitment and cost. In fact, 79 percent of those women surveyed expressed a desire for their skin to look and feel like new skin, yet 85 percent of them said they would not undergo a cosmetic procedure to achieve that result.

The latest breakthrough anti-aging remedies may not be any further than your drug store aisle. Gentle, yet dramatic, solutions in the form of face creams now make it easy to forge your own skincare destiny at-home without breaking the bank.

As the skin matures, the combination of time, stress and the environment undermine its natural ability to renew itself. Wrinkles and fine lines become more noticeable, cell turnover slows and skin tends to lose its elasticity. Medical procedures such as chemical peels, laser and cosmetic surgery, offer an aggressive approach to younger skin making them today's gold standard in anti-aging. Now, scientific advancements point to a certain type of peptide called a pentapeptide as the newest skincare breakthrough—the “cellular key” that stimulates skin regeneration.

“Peptides have been recognized for their role in wound healing but their efficacy in improving the appearance of photo-damaged skin has only recently been determined,” explains Dr. Alexa Kimball, Assistant Professor and Director of Clinical Trials, Dermatology, at Stanford University. “The identification of certain kinds of peptides, which function as a natural trigger to help accel-



erate newer cells to the surface, is an important breakthrough.”

An exclusive form of this pentapeptide can be found in the new Olay Regenerist line. The line consists of Regenerist Daily Regenerating Serum, Regenerist Enhancing Lotion with UV Protection and Regenerist Perfecting Cream to be used individually or in combination to regenerate skin appearance, reducing the appearance of fine lines and wrinkles. Regenerist contains an exclusive Amino-Peptide Complex to renew skin's outer layer by helping to accelerate newer cells to the surface and strengthening skin's moisture barrier for skin that looks, feels and behaves more like new skin—at a fraction of the cost.

Other effective anti-aging ingredients which help women achieve youthful looking skin at-home for less include vitamins and light diffusing powders. Certain vitamins like vitamin B3, pro-vitamin B5 and vitamin E help strengthen skin's moisture barrier and naturally exfoliate to fight multiple signs of aging while improving overall skin health. Light diffusing powders help reflect light to minimize the appearance of fine lines, wrinkles and age spots.

For more information, please visit www.olay.com.